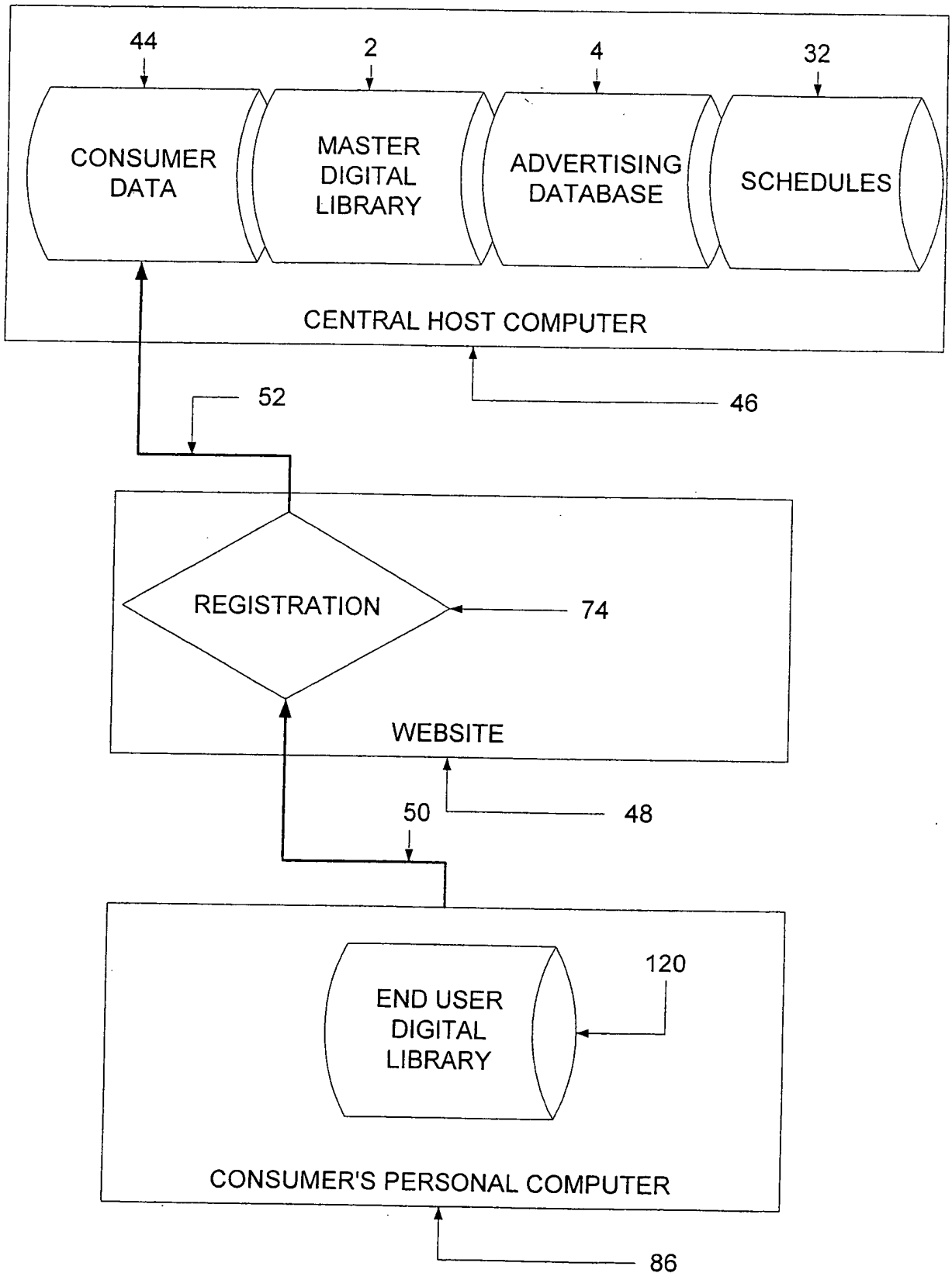
44
2
4
32
CONSUMER DATA
MASTER DIGITAL LIBRARY
ADVERTISING DATABASE
SCHEDULES
CENTRAL HOST COMPUTER
52
46
REGISTRATION
74
WEBSITE
50
48
120
END USER DIGITAL LIBRARY
CONSUMER'S PERSONAL COMPUTER
86

FIGURE 1

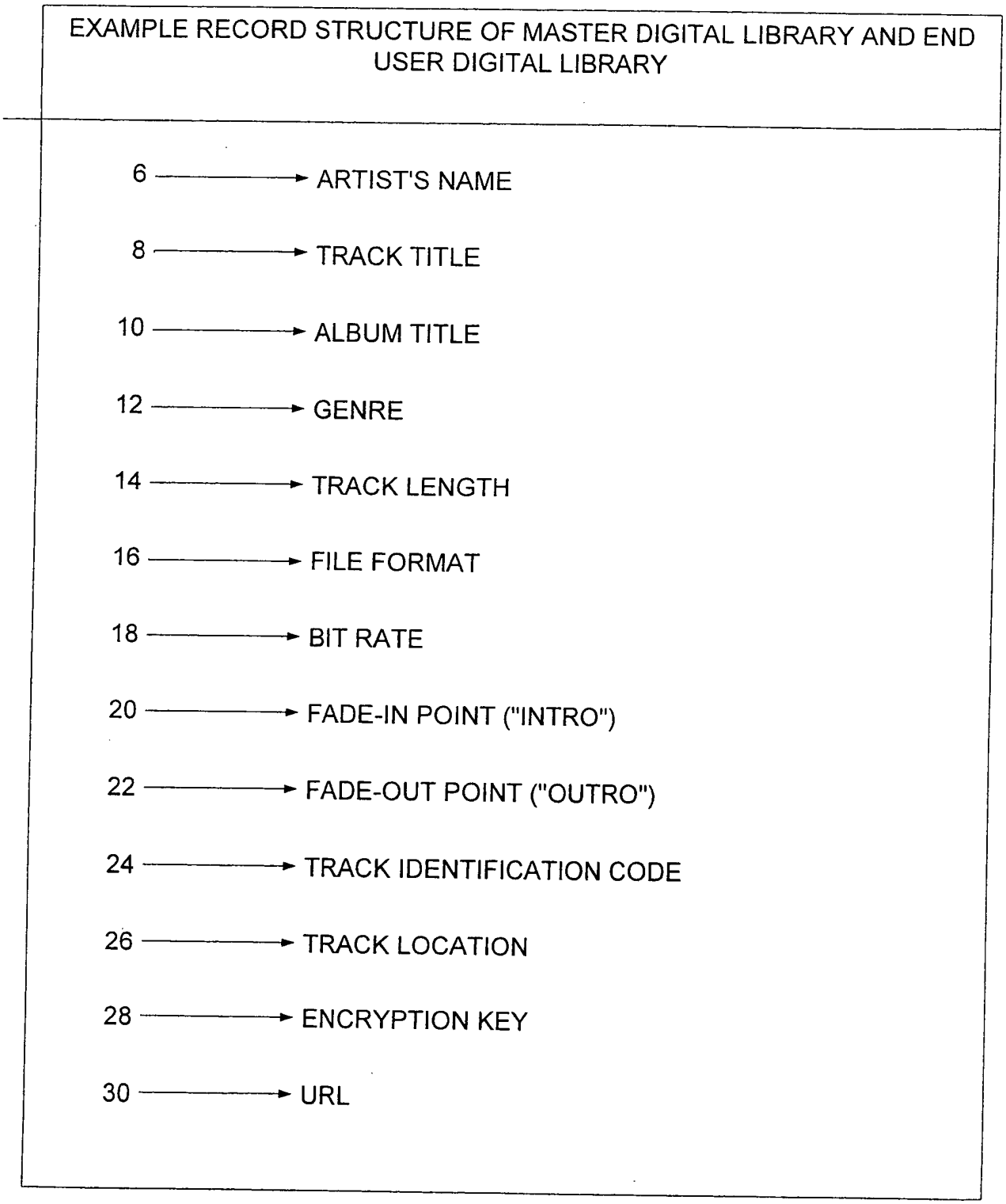
EXAMPLE RECORD STRUCTURE OF MASTER DIGITAL LIBRARY AND END USER DIGITAL LIBRARY
6 ARTIST'S NAME
8 TRACK TITLE
10 ALBUM TITLE
12 GENRE
14 TRACK LENGTH
16 FILE FORMAT
18 BIT RATE
20 FADE-IN POINT ("INTRO")
22 FADE-OUT POINT ("OUTRO")
24 TRACK IDENTIFICATION CODE
26 TRACK LOCATION
28 ENCRYPTION KEY
30 URL

FIGURE 2

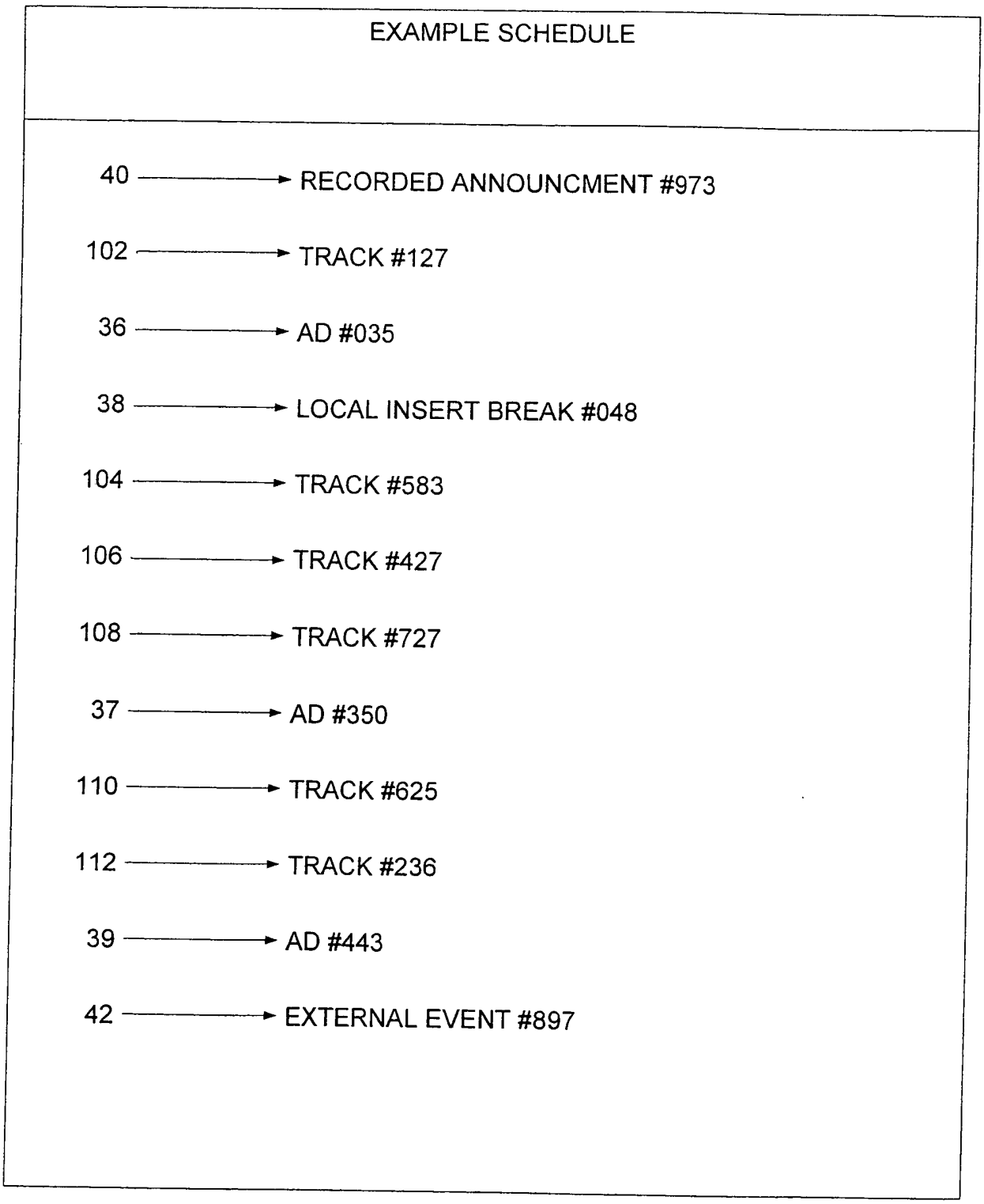
EXAMPLE SCHEDULE
40
RECORDED ANNOUNCMENT #973
102
TRACK #127
36
AD #035
38
LOCAL INSERT BREAK #048
104
TRACK #583
106
TRACK #427
108
TRACK #727
37
AD #350
110
TRACK #625
112
TRACK #236
39
AD #443
42
EXTERNAL EVENT #897

FIGURE 3

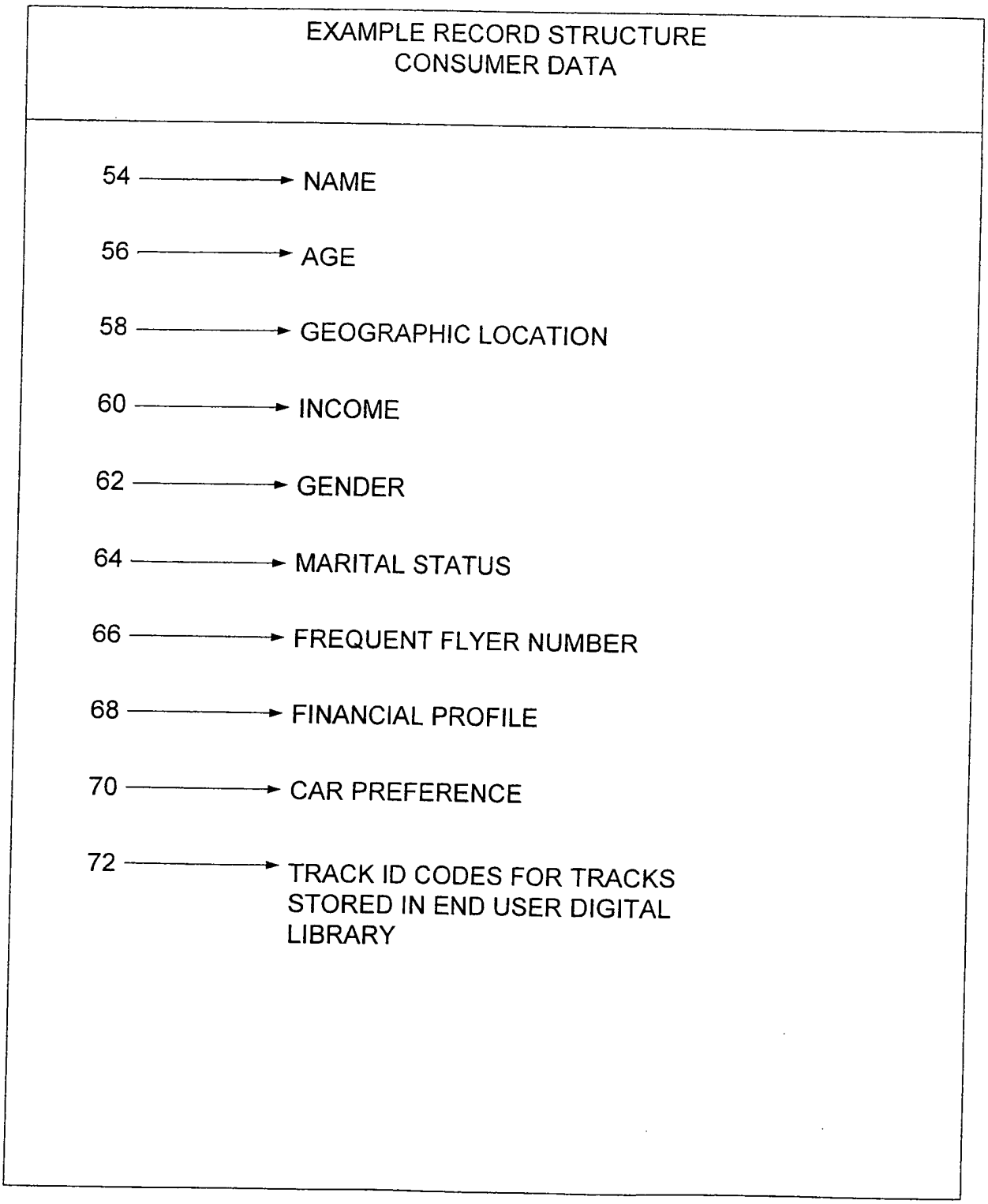
EXAMPLE RECORD STRUCTURE
CONSUMER DATA
54
NAME
56
AGE
58
GEOGRAPHIC LOCATION
60
INCOME
62
GENDER
64
MARITAL STATUS
66
FREQUENT FLYER NUMBER
68
FINANCIAL PROFILE
70
CAR PREFERENCE
72
TRACK ID CODES FOR TRACKS STORED IN END USER DIGITAL LIBRARY

FIGURE 4

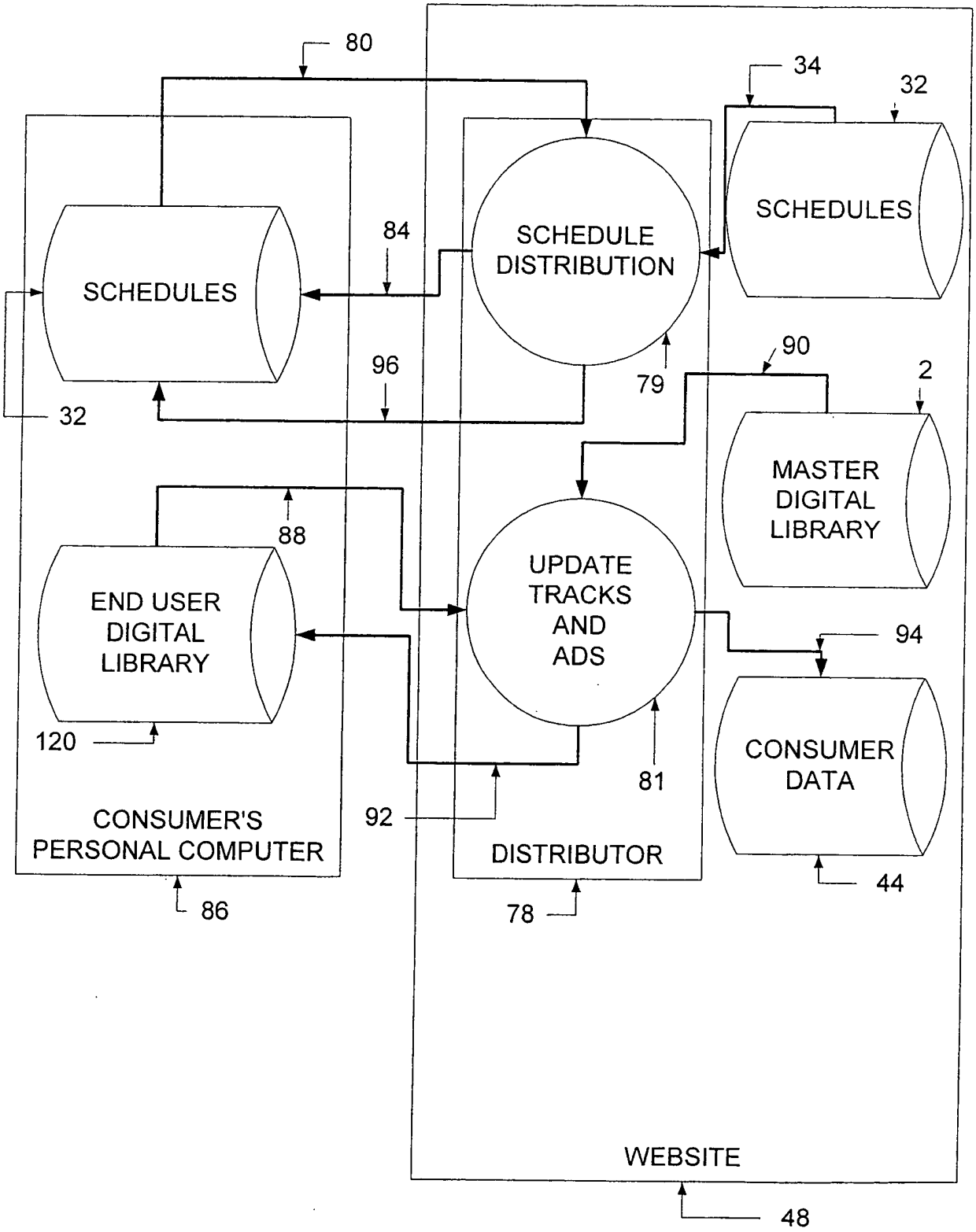
80
34
32
SCHEDULES
84
SCHEDULE DISTRIBUTION
SCHEDULES
96
79
90
2
32
MASTER DIGITAL LIBRARY
88
END USER DIGITAL LIBRARY
UPDATE TRACKS AND ADS
94
120
81
CONSUMER DATA
92
CONSUMER'S PERSONAL COMPUTER
DISTRIBUTOR
44
86
78
WEBSITE
48

FIGURE 5

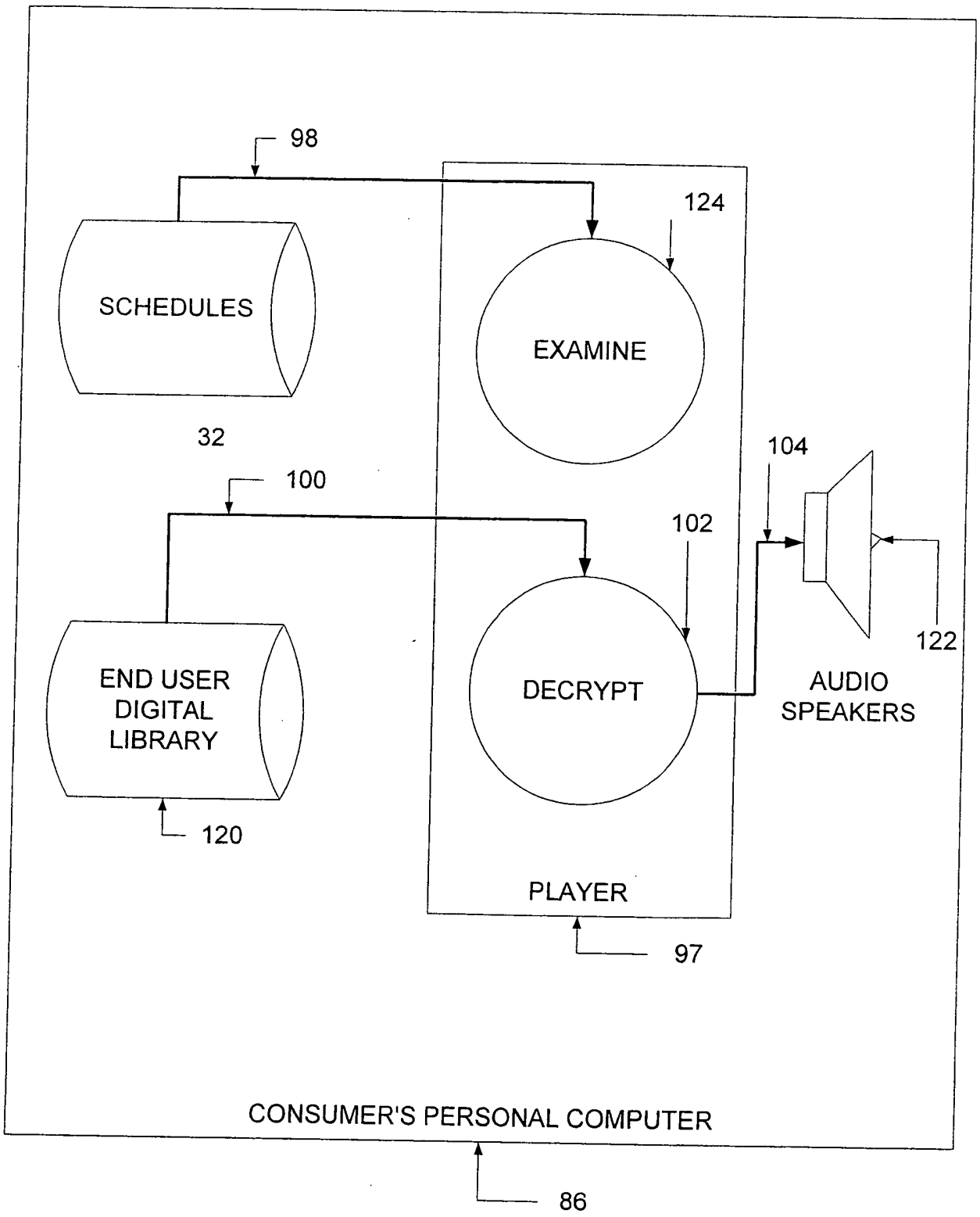
98
124
SCHEDULES
EXAMINE
32
104
100
102
END USER
DIGITAL
LIBRARY
DECRYPT
AUDIO
SPEAKERS
122
120
PLAYER
97
CONSUMER'S PERSONAL COMPUTER
86

FIGURE 6

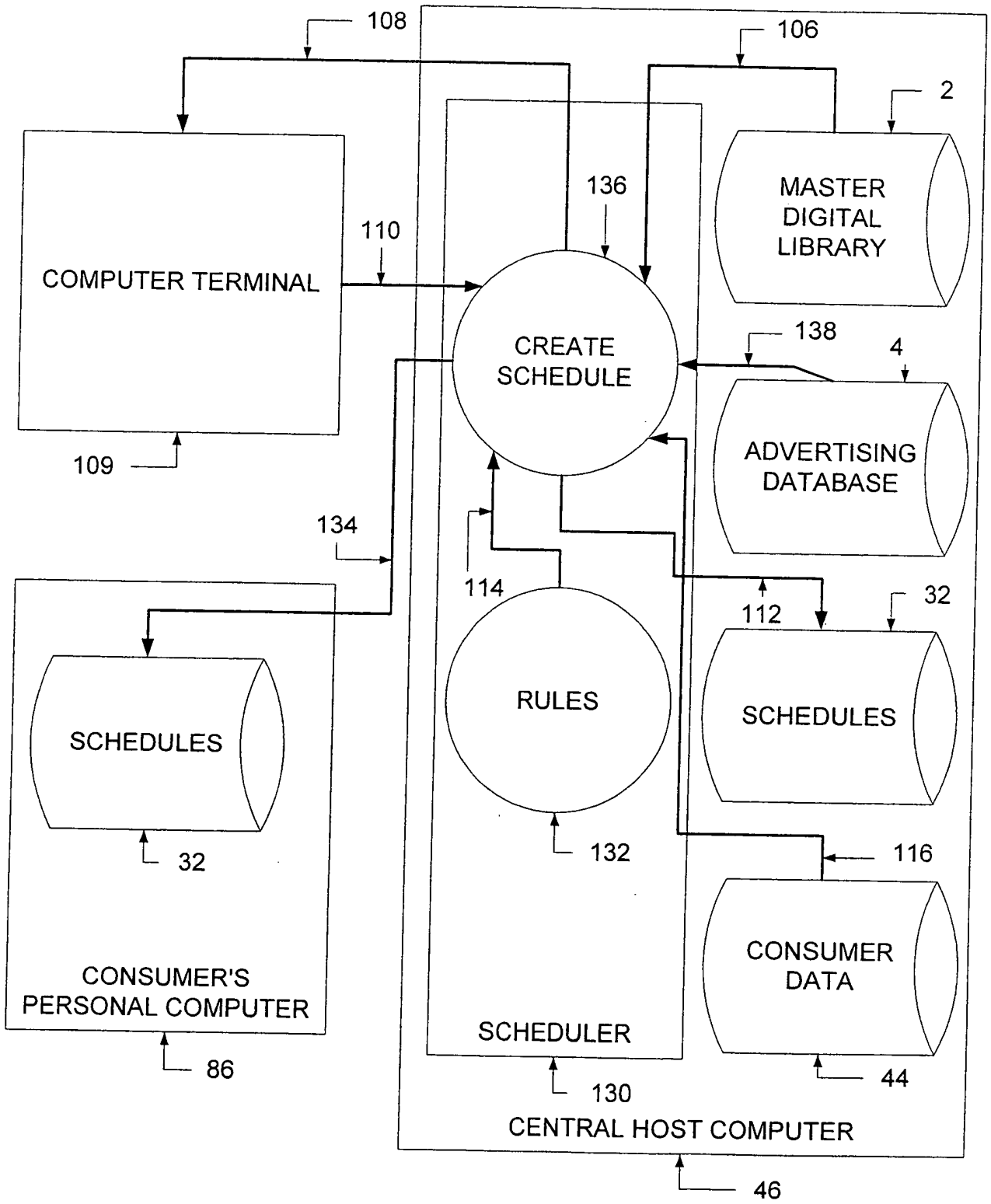
108
106
2
MASTER DIGITAL LIBRARY
136
110
COMPUTER TERMINAL
CREATE SCHEDULE
138
4
ADVERTISING DATABASE
109
134
114
112
32
SCHEDULES
RULES
SCHEDULES
32
132
116
CONSUMER DATA
CONSUMER'S PERSONAL COMPUTER
SCHEDULER
86
130
44
CENTRAL HOST COMPUTER
46

FIGURE 7

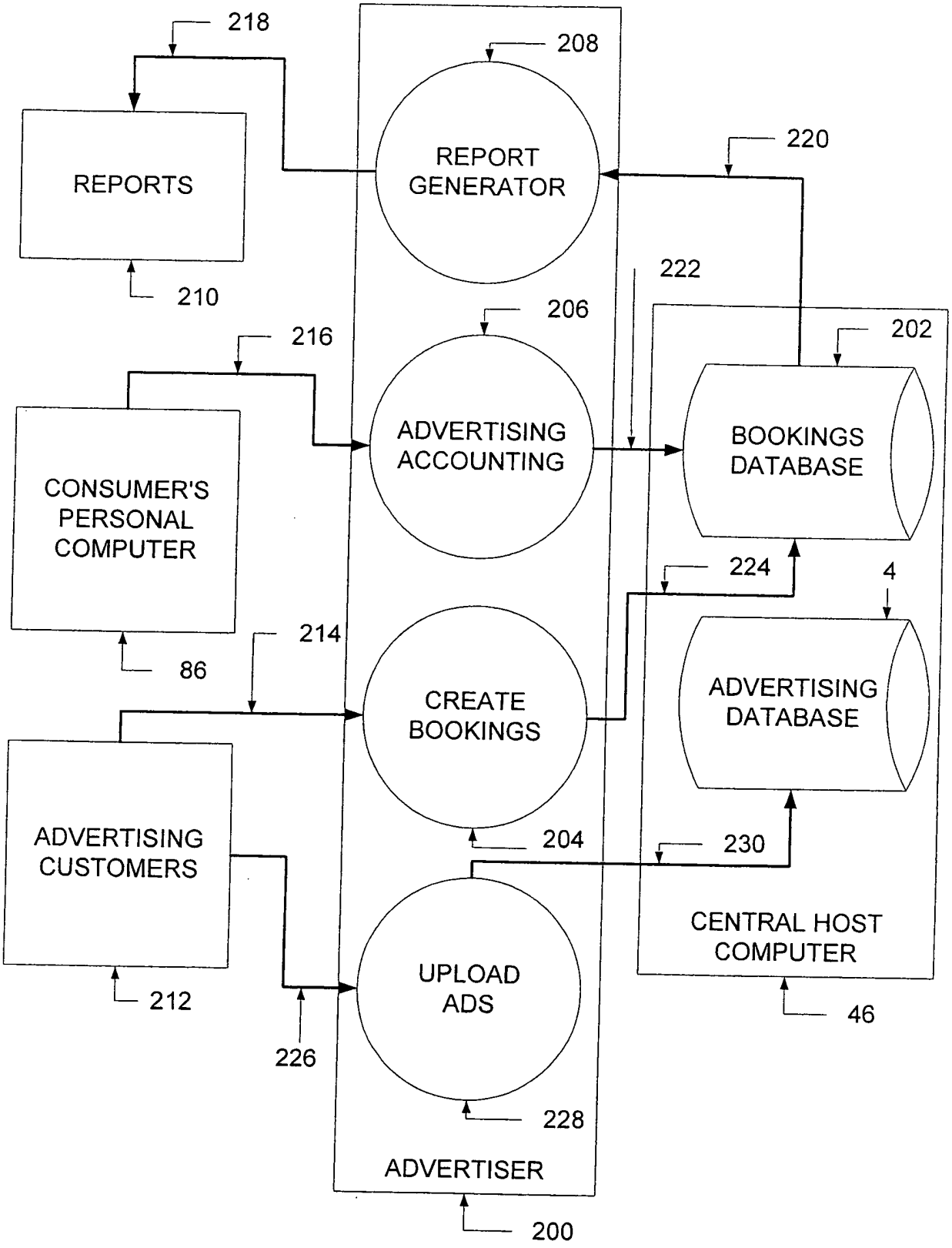
218
208
REPORTS
REPORT GENERATOR
220
210
222
206
216
202
ADVERTISING ACCOUNTING
BOOKINGS DATABASE
CONSUMER'S PERSONAL COMPUTER
224
4
214
86
CREATE BOOKINGS
ADVERTISING DATABASE
ADVERTISING CUSTOMERS
204
230
CENTRAL HOST COMPUTER
UPLOAD ADS
212
226
46
228
ADVERTISER
200

FIGURE 8

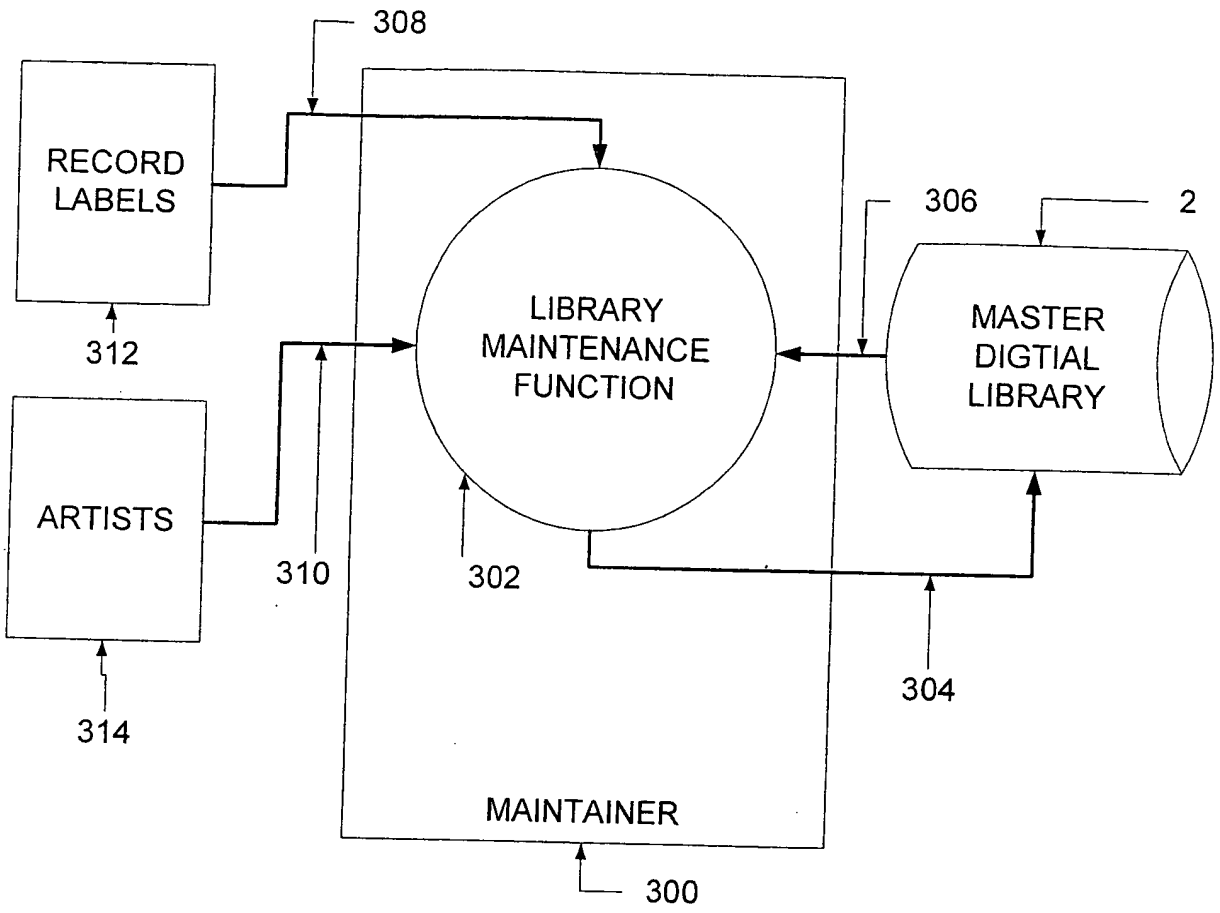
308
RECORD LABELS
312
ARTISTS
314
310
LIBRARY MAINTENANCE FUNCTION
302
306
2
MASTER DIGTIAL LIBRARY
304
MAINTAINER
300

FIGURE 9